

## Shadab Ansari

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**From:** Manish Oberoi <manishoberoi@market-xcel.com>  
**Sent:** 27 September 2022 18:09  
**To:** 'Arushi Chawla'  
**Cc:** 'Tarun Pathak'; 'Nitin Zod'; kapilnarang@market-xcel.com; shilpa.gupta@market-xcel.com; amit@market-xcel.com; shadab.ansari@market-xcel.com  
**Subject:** RE: RE:-(P22-64375)- Query for the recently discussed study  
**Attachments:** [Questionnaire] India Mobile Consumer Study In Sub INR 8K Segment.docx  
**Importance:** High

Dear Arushi,

Thank you for sharing the questionnaire. I am copying extended team member Shadab in the mail.

Shadab – Please go through below mail and share the attached questionnaire for programming.

Arushi – Please confirm a suitable time for team to have the briefing on the study.

Thanks & Regards

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**Manish Oberoi**  
Sr. Manager – Client Services



Market Xcel Data Matrix Pvt. Ltd.  
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**From:** Arushi Chawla [arushi@counterpointresearch.com](mailto:arushi@counterpointresearch.com)  
**Sent:** 27 September 2022 18:05  
**To:** [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)  
**Cc:** Tarun Pathak [tarun@counterpointresearch.com](mailto:tarun@counterpointresearch.com); Nitin Zod [nitin.zod@counterpointresearch.com](mailto:nitin.zod@counterpointresearch.com); [kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com); [amit@market-xcel.com](mailto:amit@market-xcel.com)  
**Subject:** RE: RE:-(P22-64375)- Query for the recently discussed study

Hi Shilpa/Manish,

Please find attached the questionnaire for the study.

Let us know if you have any questions/inputs/suggestions.

Looking forward to the survey link. It would be great if you can share the link by tomorrow.

Regards

Arushi

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**From:** Arushi Chawla

**Sent:** 26 September 2022 15:38

**To:** [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)

**Cc:** Tarun Pathak <[tarun@counterpointresearch.com](mailto:tarun@counterpointresearch.com)>; Rekha Sharma <[rekha.sharma@counterpointresearch.com](mailto:rekha.sharma@counterpointresearch.com)>; [kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com); [amit@market-xcel.com](mailto:amit@market-xcel.com)

**Subject:** RE: RE:-(P22-64375)- Query for the recently discussed study

Hi Manish/Shilpa,

We will soon be sharing with you the questionnaire for the study, either today evening or tomorrow first half. We have a very tight deadline for this study. We are sure we can manage to do it on time with the Market Xcel team.

We request you to expedite the fieldwork once we share the questionnaire with you.

Let us know if you need anything from our end.

Regards

Arushi Chawla

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**From:** Manish Oberoi <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>

**Sent:** 14 September 2022 13:17

**To:** Arushi Chawla <[arushi@counterpointresearch.com](mailto:arushi@counterpointresearch.com)>

**Cc:** Tarun Pathak <[tarun@counterpointresearch.com](mailto:tarun@counterpointresearch.com)>; Rekha Sharma <[rekha.sharma@counterpointresearch.com](mailto:rekha.sharma@counterpointresearch.com)>; [kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com); [amit@market-xcel.com](mailto:amit@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)

**Subject:** RE:-(P22-64375)- Query for the recently discussed study

Dear Arushi,

Thank you for the go-ahead on the study. My colleague Shilpa Gupta will be leading this from our end and shall be in touch on next steps.

We shall wait to hear from you on the next steps.

Thanks & Regards

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**Manish Oberoi**

Sr. Manager – Client Services



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**From:** Arushi Chawla <[arushi@counterpointresearch.com](mailto:arushi@counterpointresearch.com)>

**Sent:** 14 September 2022 11:55

**To:** [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)

**Cc:** Tarun Pathak <[tarun@counterpointresearch.com](mailto:tarun@counterpointresearch.com)>; Rekha Sharma <[rekha.sharma@counterpointresearch.com](mailto:rekha.sharma@counterpointresearch.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>

**Subject:** RE: RE:-(P22-64375)- Query for the recently discussed study

We approve the proposal for covering 1500 sample size across tier 1 to tier 4 in 24 highlighted cities for INR 4,20,000.

We will soon share the questionnaire with you.

Regards  
Arushi Chawla

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**From:** Manish Oberoi <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>

**Sent:** 14 September 2022 11:51

**To:** Arushi Chawla <[arushi@counterpointresearch.com](mailto:arushi@counterpointresearch.com)>

**Cc:** Tarun Pathak <[tarun@counterpointresearch.com](mailto:tarun@counterpointresearch.com)>; Rekha Sharma <[rekha.sharma@counterpointresearch.com](mailto:rekha.sharma@counterpointresearch.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>

**Subject:** RE: RE:-(P22-64375)- Query for the recently discussed study

Dear Arushi,

Same was shared in the attached matrix shared yesterday.

Look forward for your approval on the proposal.

Thanks & Regards

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**From:** Arushi Chawla <[arushi@counterpointresearch.com](mailto:arushi@counterpointresearch.com)>

**Sent:** 14 September 2022 11:38

**To:** [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)

**Cc:** Tarun Pathak <[tarun@counterpointresearch.com](mailto:tarun@counterpointresearch.com)>; Rekha Sharma <[rekha.sharma@counterpointresearch.com](mailto:rekha.sharma@counterpointresearch.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>

**Subject:** RE: RE:-(P22-64375)- Query for the recently discussed study

Hi Manish,

Can you also share the list of tier 1 cities that you will cover for the study?

Regards

Arushi Chawla

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**From:** Manish Oberoi <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>

**Sent:** 13 September 2022 19:37

**To:** Arushi Chawla <[arushi@counterpointresearch.com](mailto:arushi@counterpointresearch.com)>

**Cc:** Tarun Pathak <[tarun@counterpointresearch.com](mailto:tarun@counterpointresearch.com)>; Rekha Sharma <[rekha.sharma@counterpointresearch.com](mailto:rekha.sharma@counterpointresearch.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>

**Subject:** RE:-(P22-64375)- Query for the recently discussed study

Dear Arushi,

Thank you for the email. Further to our discussion we are pleased to share our proposal for the study. We shall aim for maximum completes (say 90% of data with offline methodology ) and having online as a back-up for completing the remaining sample.

Kindly confirm the approval on the shared proposal so that we can allocate the PM on the study from our end.

Thanks & Regards

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**Manish Oberoi**

Sr. Manager – Client Services



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**From:** Arushi Chawla <[arushi@counterpointresearch.com](mailto:arushi@counterpointresearch.com)>  
**Sent:** 13 September 2022 17:43  
**To:** [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)  
**Cc:** 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>; Tarun Pathak <[tarun@counterpointresearch.com](mailto:tarun@counterpointresearch.com)>; Rekha Sharma <[rekha.sharma@counterpointresearch.com](mailto:rekha.sharma@counterpointresearch.com)>  
**Subject:** RE: Query for the recently discussed study

Hi Manish,

We would like to go ahead with market Xcel for this study.

Based on our last discussion, following are the details of the study:

**Sample size:** 1500

**Mode:** Online + Offline

**Type:** Quantitative study

**Interview duration:** 10-15 mins

**Target respondents:** respondents who prefer to purchase their next mobile in price band:

- Sub INR 3K: 500 units
- INR 3K to 5K: 500 units
- INR 5K to 8K units: 500 units

**Tool:** Questionnaire (will be provided by Counterpoint Research)

We aim to share the questionnaire with you by Friday (16<sup>th</sup> Sept). We expect to receive the data by 30<sup>th</sup> September. We have a very tight deadline on this.

**Also, we want to keep this study offline-centric. We are using online mode only due to time and budget constraints.**

**NOTE: As discussed, and agreed upon, we have a budget for INR 4 Lakhs for this study.**

**Please share with us:**

- timeline for the study
- Expected split between online and offline
- Respondents coverage over 40 cities.

Looking forward to your revert. Let us know if you have any queries.

Regard  
Arushi Chawla

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**From:** Manish Oberoi <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>  
**Sent:** 07 September 2022 13:24  
**To:** Arushi Chawla <[arushi@counterpointresearch.com](mailto:arushi@counterpointresearch.com)>  
**Cc:** 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>  
**Subject:** RE: Query for the recently discussed study

Dear Arushi,

As discussed here is the extended list, we can select the cities from the below list for FW ( around 12 covering all zones and tiers )

Town classification	Town Name	Zone
Tier 2	Jalandhar	North
Tier 2	Gorakhpur	North
Tier 2	Jodhpur	North
Tier 2	Mangalore	South
Tier 2	Nellore	South
Tier 2	Salem	South
Tier 2	Solapur	West
Tier 2	Jamnagar	West
Tier 2	Ujjain	West
Tier 2	Asansol	East
Tier 2	Cuttack	East
Tier 2	Durgapur	East
Tier 3	Mathura	North
Tier 3	Patiala	North
Tier 3	Tirupati	South
Tier 3	Vellore	South
Tier 3	Kurnool	South
Tier 3	Kottayam	South
Tier 3	Jalgaon	West
Tier 3	Latur	West
Tier 3	Junagadh	West
Tier 3	Puri	West
Tier 3	Gaya	East
Tier 3	Muzaffarpur	East
Tier 4	Tanuku UA	South
Tier 4	Jorhat UA	East
Tier 4	Gopalganj	East
Tier 4	Raigarh UA	West
Tier 4	Mahesana UA	West
Tier 4	Udhampur UA	North
Tier 4	Hazaribag UA	East
Tier 4	Chikmagalur (CMC)	South
Tier 4	Mudalgi (TMC)	South
Tier 4	Parassala (CT)	South
Tier 4	Vidisha (M)	West
Tier 4	Sihora (M)	West
Tier 4	Satara UA	West
Tier 4	Baleshwar UA	East
Tier 4	Mettupalayam (M)	South
Tier 4	Etah UA	North

Thanks & Regards

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**From:** Manish Oberoi <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>

**Sent:** 07 September 2022 11:49

**To:** 'Arushi Chawla' <[arushi@counterpointresearch.com](mailto:arushi@counterpointresearch.com)>

**Subject:** RE: Query for the recently discussed study

Dear Arushi,

Can we connect for quick call.

Thanks & Regards

**Manish Oberoi**

Sr. Manager – Client Services



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**From:** Arushi Chawla <[arushi@counterpointresearch.com](mailto:arushi@counterpointresearch.com)>

**Sent:** 07 September 2022 11:25

**To:** 'Manish Oberoi' <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>

**Subject:** Query for the recently discussed study

Hi Manish,

From one of our recent discussions for an offline study. You had quoted the CPI over call as INR 350. Below are the details of the study that we had discussed:

Target respondents: People who plan to purchase a phone in sub INR 10K segment.

Location: India (all zones), tier 2, 3, 4

Type: offline quantitative study

Sample size 1500 units

Sampling: quota sampling

- Price band sub INR 3K: 500 units
- INR 3K-7K: 500 units
- INR 7K-10K: 500 units

**For this study, can you please share the list of cities/states where it is possible to get respondents from?**

Regards

**Arushi Chawla**

*Research Analyst*

*Primary Research and Digital Payment Ecosystem*

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